

**PATENT**

Express Mail Label No. EL 894 958 395 US  
Attorney Docket No. 36968-265387 (BS01342)

**ABSTRACT**

Systems and methods for identifying a desirable subscriber by utilizing past subscriber content choices as well as subscriber attributes is described. In one embodiment of the present invention, a content-access information database and a subscriber attribute database are merged to create a subscriber information database. A data analyzer, such as a data-mining application, provides tools for identifying desirable subscribers within the merged database.

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